WHAT IS CLAIMED IS:

1. An ink jet printing apparatus that carries out printing on a print medium using a print head for applying ink, the apparatus comprising:

air current generating means for generating air currents inside the printing apparatus;

determining means for determining driving conditions for said air current generating means on the basis of information on the amount of ink to be provided per unit area of a print medium, and

control means for controlling said air current generating means in accordance with the driving conditions determined by said determining means.

2. An ink jet printing apparatus that carries out printing on a print medium using print head applying ink, the apparatus comprising:

air current generating means for generating air currents inside the printing apparatus,

determining means for determining driving conditions for said air current generating means on the basis of information on a spacing between said print medium and a print head, and

control means for controlling said air current generating means in accordance with the driving conditions determined by said determining means.

3. The ink jet printing apparatus as claimed in claim 1, wherein said determining means determines the driving conditions for said air current generating means in accordance with the number of dots provided to said unit area.

4. The ink jet printing apparatus as claimed in claim 1, wherein said determining means determines a driving time for said air current generating means in accordance with the amount of ink provided to the unit area of said print medium, and

said control means drives said air current generating means only for the driving time determined by determining means.

5. The ink jet printing apparatus as claimed in claim 4, wherein the driving time for said air current generating means is determined to be longer as the amount of ink provided to said unit area increases.

6. The ink jet printing apparatus as claimed in claim 1, wherein said determining means determines a driving voltage for said air current generating means in accordance with information on the amount of ink provided to the unit area of said print medium, and

said control means drives said air current generating

means using the driving voltage determined by said determining means.

7. The ink jet printing apparatus as claimed in claim 1, wherein said determining means determines at least one of the driving time and driving voltage for said air current generating means in accordance with information on the amount of ink provided per the unit area of said print medium, and

said control means drives said air current generating means under the driving condition determined by said determining means, and

wherein the amount of air currents generated per unit time is changed by changing at least one of said driving time and said driving voltage.

8. The ink jet printing apparatus as claimed in claim 1, wherein said air current generating means includes a fan motor and a fan driven by the fan motor to let in outside air and carry out ventilation.

9. The ink jet printing apparatus as claimed in claim 1, wherein said air current generating means includes a fan motor and a fan driven by the fan motor to exhaust internal air to an exterior.

10. A method of controlling air current generating

means provided in an ink jet printing apparatus to generate air currents inside the printing apparatus, the method comprising:

a determining step for determining driving conditions for the air current generating means on the basis of information on the amount of ink to be provided per unit area of the print medium; and

a controlling step for controlling said air current generating means in accordance with said determined driving conditions.